



The Hazleton Region's Premier Monthly Magazine

PANORAMA
COMMUNITY MAGAZINE

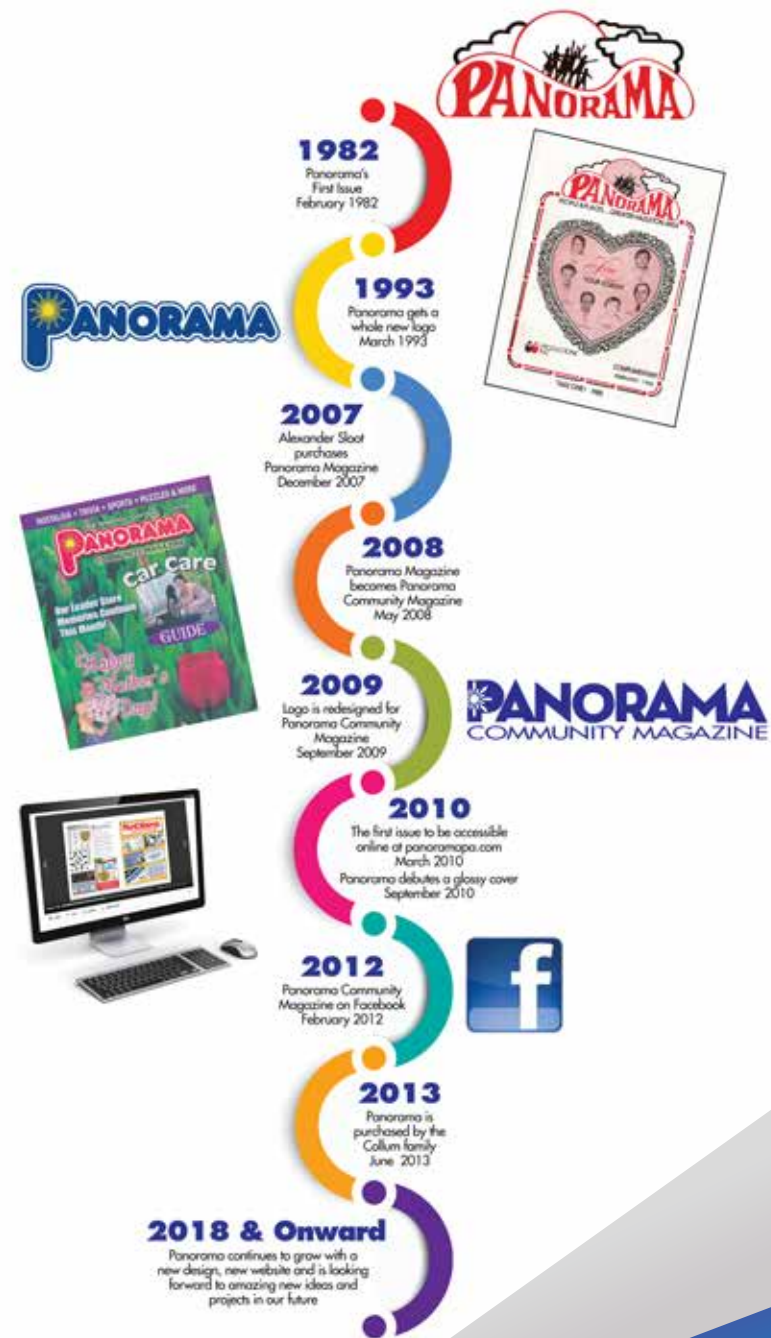
We Are Your *"Smart Choice"* For Print Advertising



WWW.PANORAMAPA.COM

Panorama Magazine's Facts

- Over 35 years serving the Greater Hazleton Region
- Our FREE Magazine gets into more than 12,000 LOCAL Households and Businesses
- With 4.3 Readers per Magazine, and with our Online Presence we have over 50,000 Readers Monthly
- Affordable Advertising Rates and Options for Vast Exposure



Panorama Magazine's **Audience**

- We speak to a broad cross-section of **LOCAL Area Consumers**
- Age range is from **Young 20s to Grandparents**
- Our target market is **25-55 year olds** mostly in the work-force
- Readers are **Young Professionals, Families, Independent Business People, Retirees and others**
- Virtually all Readers are **SPENDING MONEY** in our **LOCAL** area



Panorama Magazine's **Strengths**

- **Leading Publication with Area Consumers**

With over 50,000 Readers each month, reaching potential Customers for your Company is easy. And with plenty of informative and interesting Content, a significant amount of people retain magazines for a minimum of 4 weeks!

- **Long-Term Retention = Ongoing Promotional Value for Advertisers**

Countless Panorama Magazines are kept for longer than 4 weeks! Our research has shown that magazines are held in Business and Professional Offices for many months after the month of publication.

- **Most Creative LOCAL Monthly Magazine!**

Panorama offers Personalized Service with Experts in Marketing and Advertising Design! Plus, Full Color advertising at No Extra Cost!



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This type of response is more than FOUR TIMES that of direct mail which is generally in the 1% range

Panorama's Superb Content

- Local Calendar of Events ■
- Dining & Entertainment ■
- Tech and other Trends ■
- Outdoor Recreation ■
- Nostalgic Articles ■
- Health and Fitness ■
- Legal & Financing ■
- Family Features ■
- Home & Garden ■
- Automotive ■
- Bridal ■



Panorama's Online Presence

- We have an online Flip-Edition which is easy to access on your computer, tablet or smartphone
- Every month this is updated to feature the latest issue
- However, the most recent editions are also available for reference online
- All of this provides Panorama Advertisers with considerably more advertising value, for no additional cost



Panorama's Service Area

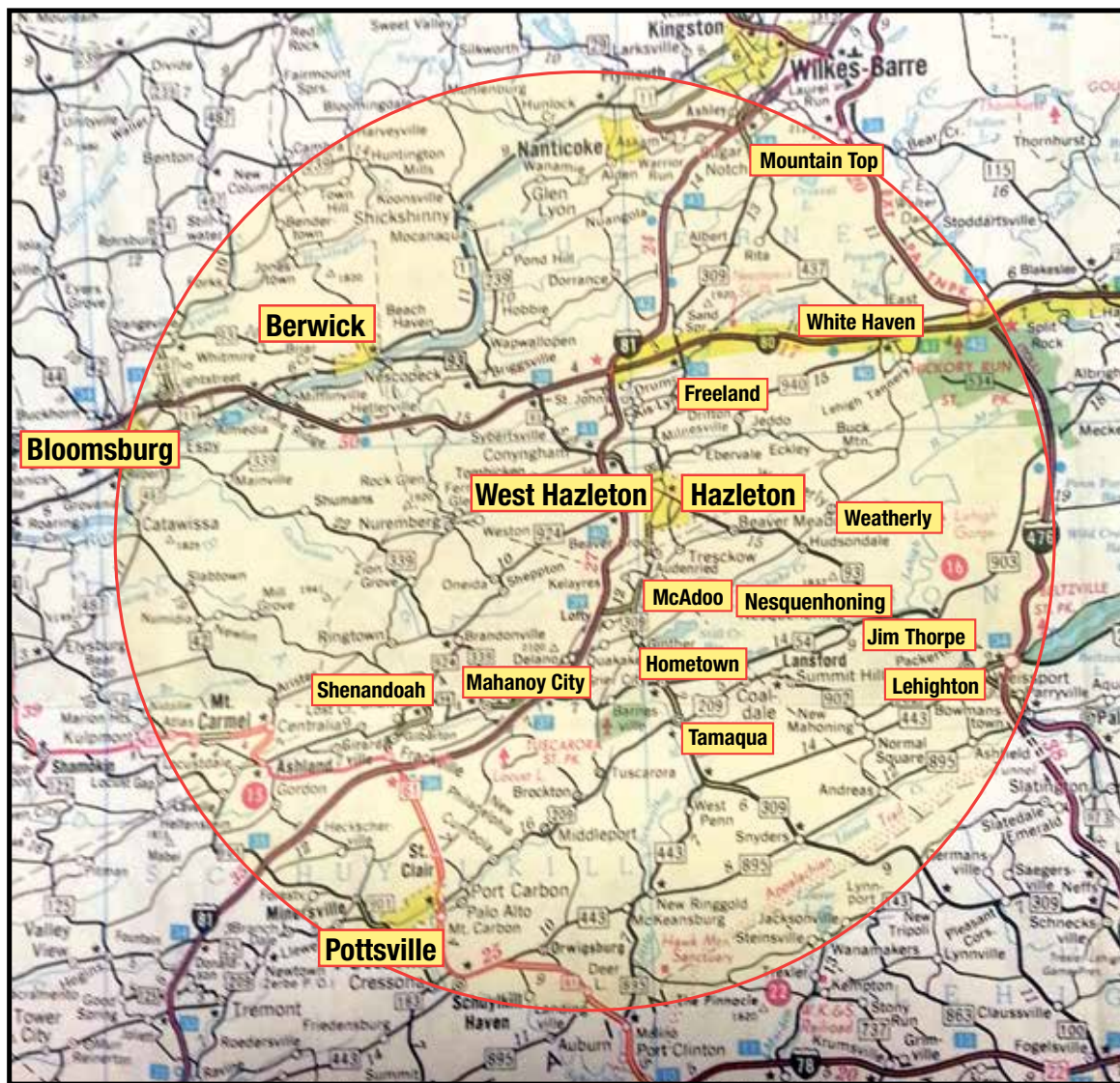
Population: Over 600,000 ■

Readership: ■
Over 50,000 Monthly

We talk to Approximately ■
10% of the Population in
this 2,500 square mile area

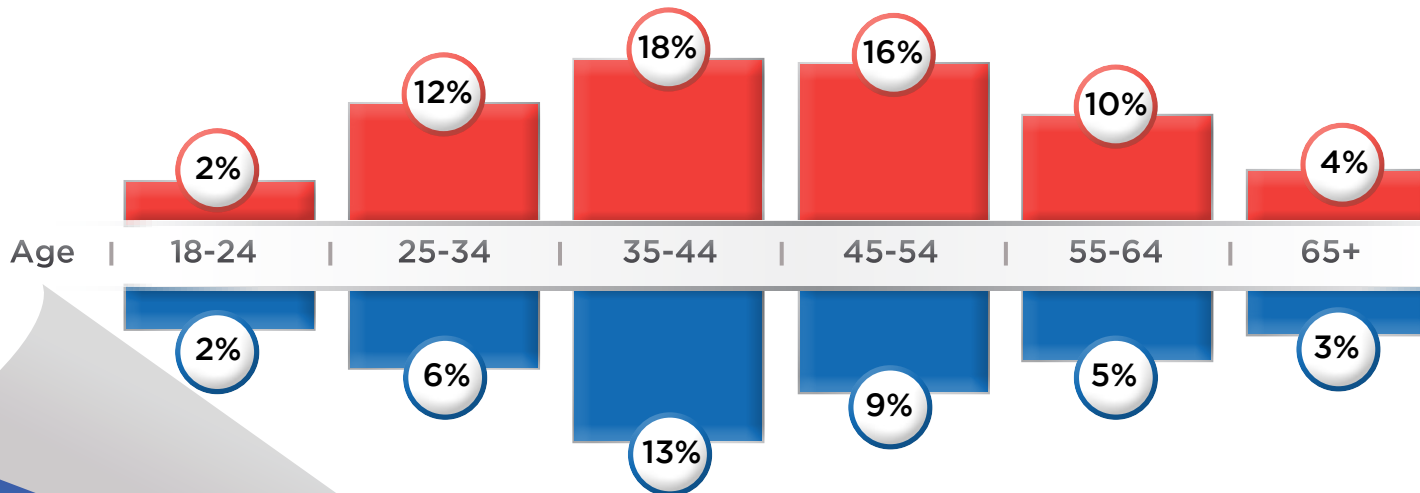
Panorama has over ■
250 Distribution Points

These are the key areas ■
covered with many
others in-between



Panorama's Key Demographic


- We did a Survey of over 2,000 people in mid-2017 using Two Sides North America, Inc. and Panorama's Facebook page *(Results Below)*
- Most important was that **73% of the Respondents were Men and Women in the 25-54 Age Bracket**. As shown on a previous slide, this is Panorama's Sweet Spot of its Readers
- **62% were Women** (Women make over 80% of all household buying decisions)
38% were Men



62%
women






38%
men



PAPER vs ELECTRONIC Readers Survey

In a recent Survey by *Two-Sides North America, Inc.* the following statistics were uncovered:*

**United States survey of 2,131 consumers, June 2017*

-  **73% of Readers say a PRINTED MAGAZINE is more enjoyable than the electronic version**
-  **71% of Readers don't pay attention to most advertisements online**
-  **54% of Readers are more likely to take action after seeing an ad in a PRINTED NEWSPAPER OR MAGAZINE than if they saw the same ad online**



**Panorama is the Area's Only
Smart Choice for Print Advertising!**

Call us today for a no-obligation discussion of
your Greater Hazleton Area advertising needs.



Panorama's Testimonials!



I have been advertising in Panorama Community Magazine to announce the Sophia Coxe Foundation's events for the past few years. Most of the people attending my Victorian High Tea events have found out about the events through the Magazine. Panorama has become a great advertising source for The Sophia Coxe Foundation.

- Karen Esak - Sophia Coxe Foundation

Our business always receives positive results through advertising in Panorama. We generate a substantial volume of new clients each month with our ads. The Staff at Panorama is enthusiastic, knowledgeable, & always accommodating! We will continue advertising in the future with Panorama!

- Jon-David Novotnak & Helen Lonczynski, Owners -
Jon David & Helen's Hair Salon & Secrets Wig Boutique

Panorama is the BEST source of new business for us. We have tried many other local advertising sources, and continue to find that Panorama keeps on coming through time after time!

- Ting Oh, PT - Fyzical Therapy

We have only been advertising in Panorama for over 4 years. What incredible results for us! We are stuck like glue to this awesome magazine!

- Alice Horton Taylor, CEO - Honest Abe's Tax Services

Panorama helps us connect to the Greater Hazleton population, which helps our business tremendously.

- Dr. Andrew Church - Blakeslee Animal Clinic



PANORAMA COMMUNITY MAGAZINE

Thank You!

for looking at our presentation and
for considering our exciting publication.